



ADVERTISING ORDER

Agency / Billing Address
Marketing Resource Group, Inc.
225 S. Washington Square
Lansing, MI 48933
Ph: (517) 372-4400
Fx: (517) 372-4045

Media Buyer Contact Information
Kristin M. Keller
Ph: (313) 792-2511
kellermediaconsulting@gmail.com

Advertiser: Michigan Republican Party
Job Number: 12-MRS-978

Flight Dates: 11/2/12 - 11/5/12

HD91 Issue network TV

11/4 1x 7:30p-7p mls soccer 4sc com 2
11/4 1x 7p-8p nfl pre-game 4sc com 1
11/3 1x Sat 6a-7a news 1200 com 1
11/4 1x Sun 6a-7a news 1200 com 1
11/6 1x Mon 12p-1p. noon news 1800 com 1
11/4 1x Sun 6p-7p 4000 com 1
11/5 1x Mon 6a-7a 2250 com 1

219085

										November 2 - November 4		November 5			
DMA	Station	Network	Days	Daypart Start	Daypart End	Program/Name	Rate :30 Spot	Rate Type/Class	Spots per Week	Total Gross Cost per Week	Spots per Week	Total Gross Cost per Week	Spots per Week	Total Gross Cost per Week	
Grand Rapids-Kalamazaz	WOOD	NBC	MON-FRI	6:00 AM	7:00 AM	NEWS 8 DAYBREAK II	\$ 1,200.00	ISSUE, UPDATED	1	\$ 1,200.00	1	\$ 1,200.00	2	\$ 2,400.00	
Grand Rapids-Kalamazaz	WOOD	NBC	MON-FRI	7:00 AM	9:00 AM	TODAY SHOW	\$ 1,500.00	ISSUE, UPDATED	1	\$ 1,500.00	1	\$ 1,500.00	2	\$ 3,000.00	
Grand Rapids-Kalamazaz	WOOD	NBC	SAT	6:00 AM	7:00 AM	NEWS 8 SATURDAY MORNING	\$ 1,000.00	ISSUE, UPDATED	1	\$ 1,000.00			1	\$ 1,000.00	
Grand Rapids-Kalamazaz	WOOD	NBC	SAT	8:00 AM	10:00 AM	SATURDAY TODAY	\$ 2,500.00	ISSUE, UPDATED	1	\$ 2,500.00			1	\$ 2,500.00	
Grand Rapids-Kalamazaz	WOOD	NBC	SUN	6:00 AM	7:00 AM	NEWS 8 SUNDAY MORNING	\$ 1,000.00	ISSUE, UPDATED	1	\$ 1,000.00			1	\$ 1,000.00	
Grand Rapids-Kalamazaz	WOOD	NBC	SUN	7:00 AM	8:00 AM	NEWS 8 SUNDAY MORNING	\$ 2,000.00	ISSUE, UPDATED	1	\$ 2,000.00			1	\$ 2,000.00	
Grand Rapids-Kalamazaz	WOOD	NBC	SUN	8:00 AM	9:00 AM	SPORTDAY TODAY	\$ 3,000.00	ISSUE, UPDATED	1	\$ 3,000.00			1	\$ 3,000.00	
	WOOD Total								\$ 7.00	\$ 12,200.00	2	\$ 2,700.00	9	\$ 14,900.00	

NET TOTAL COST \$12,665.00

14,900